

That Which is Claimed

1. A method of distributing movies to customer households comprising the steps of:

5 under authority of content providers who control the distribution rights to movies, on an ongoing periodic basis (e.g., monthly) producing digital movie disks that contain multiple new release movies recorded in accordance with a proprietary digital rights management protocol and also producing
10 digital movie disks that contain multiple classic/older movies also recorded in accordance with a proprietary digital rights management protocol;

15 providing customer households with movie disk reader devices having means for playing back movies from the movie disks in accordance with the proprietary digital rights management protocol;

20 distributing the new release movie disks to movie customers on a periodic (e.g., monthly) basis and permitting customers to order selected ones of the classic/older movie disks; and

 permitting customers to view desired movies from the new release disks or the classic/older movie disks through their movie disk reader devices with the customers paying a viewing fee only for movies that are actually viewed.